

## **Egyptian Environmental Policy Program**

### **Tranche II**

#### **Communication, Education and Outreach Work Plan**

##### **Academy for Educational Development**

###### **4-03-02**

The Academy for Educational Development (AED) currently provides technical assistance for the communication, education and outreach efforts in support of policy measures and programs in the Egyptian Environmental Policy Program (EEPP). The second phase of the policy program, Tranche II (from April 2001 – June 2003), is organized by ten policy objectives subdivided into policy measures and related technical assistance. As part of the work planning process conducted from April – September, 2001 with government agency representatives and USAID technical assistance providers, communication, education and outreach needs were identified for each policy measure. This plan brings together the public awareness elements in support of the EEPP policy measures identified in each of the work plans into a coherent communication, education and outreach. Work performed under this task order relates to USAID/Cairo Strategic Objective #19.

This communication, outreach and education plan is organized into three sections, strategic technical assistance for the EEPP policy objectives, capacity building, and EEPP program support.

##### **Strategic Technical Assistance**

For the purposes of this Task Order, strategic technical assistance is defined as the provision of expertise, consultation, and service in the development of integrated communications activities. Such activities include campaigns, materials, workshops, and conferences that support the accomplishment of the EEPP policy measures through increased understanding, acceptance, and adoption of these policy measures by relevant constituencies. During the planning process, AED collaborated with each of the EEPP working groups for each of the policy measures. AED helped to craft an integrated, coherent, and strategic methodology for applying the most appropriate communications tools to accomplish policy measures. The results of these work planning meetings were presented in the EEPP Tranche II Launch meeting with all counterparts from September 25-27, 2001 in Cairo and are reflected in the following delineation of activities, organized by objective, policy measure, and tasks.

**Objective #2: Enhanced management and conservation of Red Sea coral reefs, islands, and linked ecosystems of importance.**

This objective falls under the Egyptian Environmental Affairs Agency's (EEAA) responsibility with technical support provided by the International Resources Group (IRG) through the Program Support Unit (PSU). AED negotiated and eventually agreed to a work plan that fully incorporates communications, outreach and education into relevant aspects of Objective #2. AED will be responsible for supporting the following initiatives, as part of an integrated plan, regarding this objective.

**Policy Measure 2.1:** EEAA further develops its institutional and technical capacity to manage and protect the Red Sea.

**Task # 6.1: Integrated plan for educating and informing public on Ranger program, EMU, and conservation issues.** The public, both local and visiting tourists, need to be aware of the Ranger program, what it entails, what can be expected, and how to be involved. The campaign creation begins with strategic planning exercises with the Rangers, the working group, and stakeholders; resulting in an integrated plan including a brochure/pamphlet/leaflet on Ranger activities; scheduled public appearances; and press coverage to convey the intended messages and promote increased understanding of conservation issues and the role of Rangers in the Red Sea.

**Deliverable:** Strategic communication/education/outreach plan approved by EEAA and USAID; communication/education materials produced

**Lead Responsibility:** AED/PSU

**Timeframe:** Q3-4

**Task # 6.2: Develop and implement ranger interpretive awareness skills.** The AED Ranger workforce enhancement program will include the development of sensitivity and human relations skills in communicating effectively with users and conducting interpretive programs with youth and adults in formal and non-formal program settings. A two-week practicum experience for up to 12 Rangers will include principles of interpretation and nature-based tourism as a force for conservation, principles of effective speaking and guiding, theme development for sequential and non-sequential interpretive media, and types of interpretive media. Rangers will conduct research and develop self-guided trails and a select number will participate in a follow-up mentoring skills development experience.

**Deliverable:** Workforce enhancement program manual and evaluation report.

**Lead Responsibility:** AED/PSU

**Timeframe:** Q4-5

**Task #6.2: Design interpretive programs – public relations.** The expanded Red Sea Rangers program, whereby EEPP will support additional Rangers for the southern zone for a total of 50 Rangers, will include program design and skill enhancement in the areas of interpretive programs and public relations. AED will provide technical expertise in the design and development of quality interpretive programs on marine and terrestrial ecosystems that are age-appropriate for youth and adults. The interpretive programs will include marked trails, possibly associated with the TDA Exploratorium, researched and developed with suggestions for interpretive signage and trail maps on species identification, archeological points of interest, indigenous heritage, and conservation practices; instructional modules for Rangers with scripts and guidelines for conducting effective public programs; display props for Rangers to use as visual aids when conducting public programs; a traveling exhibit on endangered species; and pamphlets and posters on fragile ecosystems including endangered species, sea grass beds, living coral reefs, and mangroves.

**Deliverable:** Communication/education/outreach materials produced

**Lead Responsibility:** AED/PSU; **Timeframe:** Q4-5

**Task # 6.2: Design interpretive programs - boat operator instruction:** Another workforce enhancement program that AED will manage deals with boat operators in the Red Sea. Significant turnover in boat operators since the HEPCA training (a Hurghada environmental NGO) was conducted several years ago necessitates renewed efforts in compliance assistance. Boat operators need to learn or be reminded of best practices in mooring, solid waste management, and educating staff and passengers on appropriate behaviors. Coordination with the Red Sea Water Sports Association, HEPCA, and the Rangers will be useful for this and other education and outreach activities. New boat operators and low-end dive shops will be the primary target audiences for demonstration exercises, and support materials may include boat stickers and visual props for boat operators to convey conservation practices to end-users.

**Deliverable:** Boat operator instruction manual

**Lead Responsibility:** AED/PSU

**Timeframe:** Q5-6

**Task # 6.3: Stakeholder engagement:** Stakeholders in the southern zone carry a wealth of historical information from personal experience and observation that is useful in land and marine use planning. PSU intends to collect this information from stakeholders through interviews and informal meetings. AED will provide technical assistance in planning focus group research with local communities, facilitating the collection of data, and analyzing and compiling the data into a summary report.

**Deliverable:** Summary report

**Lead Responsibility:** AED/PSU

**Timeframe:** Q4

**Task #6.4: Develop and disseminate educational and awareness materials:** Public awareness of the unique and fragile ecosystems in the Red Sea area is essential in promoting best practices and unobtrusive behavior as well as supporting a Red Sea Marine Park designation. AED will design and develop informational products such as leaflets and posters that are suitable for distribution in hotels, tourist offices, dive centers, community centers, libraries, and schools. Additional copies of information materials and brochures may be placed in the TDA Exploratorium at Port Ghalib focusing on specific issues and ecosystems in the area. A public awareness campaign including press support will promote a Red Sea Marine Park.

Teachers as a constituent group have extensive influence on the behavior of children, and children in turn influence adults. A Red Sea Learning Supplement was developed under Tranche I which includes a teacher's guide book of classroom activities and background information, a video of marine and terrestrial ecosystems, a CD of historical development of the Red Sea and current status, and a brochure/map of the Red Sea Protectorates.

Dissemination of the learning supplement to primary, preparatory, and secondary school teachers in the Red Sea Governorate will be coupled with professional development seminars.

**Deliverable:** Materials produced, seminar agendas

**Lead Responsibility:** AED/PSU

**Timeframe:** Q4-5-6

**Task # 6.4: Develop and disseminate educational and awareness materials - outdoor signage:** Outdoor signage is an effective device to reach large numbers of users with a simple and powerful message. Outdoor signage will be designed and installed in environmentally sensitive areas along the Red Sea Marine Park. These road/park/interpretive signs will include regulations, best practices, and background information.

**Deliverable:** Photo documentation of signs installed

**Lead Responsibility:** AED/PSU

**Timeframe:** Q4-5-6

**Task # 6.4: Develop and disseminate educational and awareness materials - community mobilization for the Red Sea governorate:** A technique for mobilizing communities toward environmental conservation and positive action succeeding in other countries is an awards scheme. The process involves engaging communities in projects to help the environment and subsequently recognizing their efforts. The process is designed to be sustained through community ownership and investment. AED will assist in implementing the awards scheme in the Red Sea communities of Ras Ghareb, Hurghada, Safaga, and Quseir. Specific support materials will include printed information on the award scheme, registration, project submission, success stories, and guidelines manuals; meeting support; tools in support of projects; awards in the form of practical and useful materials and products to further the project goals.

**Deliverable:** printed information, award event program.

**Lead Responsibility:** AED/PSU

**Timeframe:** Q4-5-6

**Policy Measure # 2.2:** EEAA develops revenue generation and funding mechanism for Northern Zone

**Task #3.2: Evaluate potential sources' capacities for revenue generation.** One of the strategies for financial and economic sustainability of the Red Sea is revenue enhancement. AED will conduct marketing research in the Red Sea on the targeted population's willingness to buy products and pay fees to generate revenues that enhance the conservation efforts in the Red Sea and contribute to the viability of the Environmental Protection Fund. AED will also provide awareness materials and press releases for the revenue enhancement plan implementation, once a plan is approved.

**Deliverable:** report

**Lead Responsibility:** PSU/AED

**Timeframe:** Q3-4

**Objective #3: Financial and economic sustainability integrated into environmental policies.**

This objective primarily concerns the EEAA Environmental Protection Fund (EPF), a public fund established to provide a host of financial tools to promote positive environmental action amongst the private sector. PSU provides technical assistance for this objective.

**Policy Measure #3.1:** EEAA adopts measures to increase Environmental Protection Fund (EPF) revenues

**Task # 5.4: Prepare awareness materials and secure human and other resources necessary for implementation.** In preparation for implementing the revenue enhancement plan, AED will work with PSU and EPF staff to develop informational materials designed to inform stakeholders about the plan, including the elements of the plan, how it was developed, what impact it will have, and when it will be in effect.

**Deliverable:** campaign materials produced

**Lead Responsibility:** AED/EPF

**Timeframe:** Q5

**Task #6.1: Implementation campaign announcement.** AED will work jointly with EPF and PSU to create press releases on the revenue enhancement implementation strategy and circulate them to key journalists as determined by EPF and AED. Campaign launch approximately January 2003.

**Deliverable:** press releases, list of journalists, published releases

**Lead Responsibility:** AED/EPF

**Timeframe:** Q6

**Policy Measure #3.TA:** Technical assistance to Environmental Protection Fund to enhance transparency and accountability of operations.

**Task #2.1, 2.2, 2.3: EPF pilot phase project monitoring:** AED will provide video and digital still documentation of baselines for funded projects and final project completion. Follow-up site visits by a videographer with crew and a digital photographer will document progress of funded projects against baseline information. The resulting report will be compiled and formatted for CD-ROM.

**Deliverable:** CD

**Lead Responsibility:** PSU/AED

**Timeframe:** Q2-3-4-5

**Task # 3.1, 3.2, 3.3, 3.4: EPF public awareness program:** AED currently assists EPF with communication and public awareness campaigns to launch the yearly grant proposal solicitation. The campaign consists of print and broadcast media saturation through newspaper articles, television and radio programs, and magazine inserts; as well as organizing one-on-one interviews and stakeholder workshops. An assessment of the effectiveness of the campaign is used to design follow-up campaigns for the next year. AED will work jointly with EPF staff to conduct the assessment and based on the results, jointly design a public awareness campaign for the third year of the EPF grant solicitation, including producing the promotional materials, managing press coverage, and organizing the workshops. Specific activities may include a magazine insert, an ad in a business directory “yellow pages”, reprint of EPF stationery/envelopes/folders/brochures, and meeting support for stakeholder workshops.

**Deliverable:** materials produced, articles in press, copy of ads

**Lead Responsibility:** AED/EPF

**Timeframe:** Q2-3-4

**Task #4.1, 4.2, 4.3, 4.4, 4.5, 4.6: Long-term strategic social marketing plan:** AED will continue to work collaboratively with the EPF and PSU on the development of a long-term strategic social marketing plan for the EPF. A research-based approach to determine target audience needs and barriers will provide data for developing a strategic plan focused on increasing the participation of key beneficiary groups in EPF activities. Activities may include national research on stakeholder needs, concerns, obstacles, and expectations for the EPF; and publication of a report with recommendations for a long-term strategic plan for participation of key beneficiary groups. A draft plan will be reviewed by key partners, including EPF, PSU, and USAID, and a final plan developed and approved.

**Deliverable:** Plan

**Lead Responsibility:** EPF/AED

**Timeframe:** Q3-4-5

**Task #5.3, 5.4, 5.5: EPF Annual Report:** AED will provide press support for an EPF annual report release event, along with the production of print and CD-ROM versions of the approved final report. Approximately May 2002.

**Deliverable:** annual report in print and CD

**Lead Responsibility:** EPF/AED

**Timeframe:** Q3-4

**Objective #4: Improved efficiency and performance of solid waste management systems.**

Abt Associates is the primary contractor for this EEAA initiative on privatization of solid waste management systems. The municipalities that are poised to participate are Alexandria, Cairo, and Qalubiya. The following components of the work plans were jointly created to include AED support of the policy measures.

**Policy Measures # 4.1.1, 4.1.2, 4.1.3:** Governorates establish monitoring and enforcement mechanisms in support of GOE policy to privatize SWM systems.

**Task #3.1: Assist the Public Awareness/Communications Teams (PACT) for Alexandria, Cairo and Qaloubiya:**

April for Cairo, June for Qalyoubia, 2002:

- Public Awareness and Communications Team (PACT) formed in Cairo and Qalyoubia.
- Purpose: identify the most qualified personnel to manage environmental education and communication activities.
- AED's responsibilities: assist Abt with criteria for matching communications and education tasks with appropriate personnel in the PACT.
- Abt's responsibilities: select personnel.

**Deliverable:** PACT team selected.

**Lead Responsibility:** AED/Abt

**Timeframe:** Q2-3-4

**Task #3.2: Identification of Objectives, Challenges, and Strategic Programs.**

May for Cairo, July for Qalyoubia, 2002:

- Develop recommendations for target audiences, activities, and programs for the PACT to cost-effectively manage campaigns in Cairo and Qalyoubia.
- Purpose: prepare action plans to mobilize the PACT to strategically implement public awareness and education activities appropriate for Cairo and Qalyoubia.
- AED's responsibilities: provide technical assistance on selection of target groups and appropriate communication and education tools to most effectively convey desired messages.
- Abt's responsibilities: assist the PACT in developing action plans.

**Deliverable:** strategic communications plan.

**Lead Responsibility:** AED/Abt

**Timeframe:** Q2-3-4

**Task #3.3: Assist PACT, GOC, GOQ, Contractor, Partners, and Stakeholders in the Public Awareness and Communications Campaign.**

Early Fall, 2002:

- Provide professional development for the PACT in public relations and interpersonal skills with various stakeholders and partners in Cairo and Qalyoubia.
- Purpose: develop sufficient expertise in effective communication skills to increase the probability of success among PACT members in approaching and interacting with stakeholders and partners.
- AED's responsibilities: assist Abt in the design, development and conduct of professional development seminars for the PACT on public relations and interpersonal skills.
- Abt's responsibilities: collaborate in the design, development and conduct of professional development seminars for the PACT on public relations and interpersonal skills.

**Deliverable:** agendas, dates, participant lists for seminars.

**Lead Responsibility:** AED/Abt

**Timeframe:** Q2-3-4

**Task #4.1: Conduct an environmental education and communications assessment by contacting GOC and GOQ representatives, project managers, teachers, extensionists, mass media, and NGOs.**

Spring 2002:

- Determine the most effective channels and messages for reaching intended audiences through a strategic assessment of representative groups.
- Purpose: provide background data for decision support in selecting appropriate and effective communication channels and messages.
- AED's responsibilities: in collaboration with the PACT, conduct a formative evaluation of key community representatives in Cairo and Qalyoubia to determine where they primarily receive their information, what networks are viable communications hubs, who are their opinion leaders, and what messages have impact.
- Abt's responsibilities: provide database on key community representatives.

**Deliverable:** report.

**Lead Responsibility:** AED/Abt

**Timeframe:** Q2-3-4

**Task #4.2: Research and Plan Development.**

Summer 2002:

- In collaboration with the PACT, conduct a needs assessment utilizing qualitative and quantitative research design with stratified random sampling of the general public in Cairo and Qalyoubia to determine level of knowledge, current behaviors, and attitudes concerning swm practices.
- Identify early adopters and work with the PACT to develop a strategic communications/social mobilization plan that incorporates an awards scheme as part of a process to develop ownership, sustainability, and adoption of best practices.
- Purpose: demonstrate the usefulness of research in effective communication campaigns and utilize the results in developing a strategic campaign.
- AED's responsibilities: in collaboration with the PACT, conduct community assessments in Cairo and Qalyoubia; mobilize target groups (such as women and businesses) to participate in community mobilization techniques and education and public awareness activities; determine budget and timeline.
- Abt's responsibilities: facilitate proposing, selecting and securing funding support from project partners to support the communications and public awareness strategic plan.

**Deliverable:** report.

**Lead Responsibility:** AED/Abt

**Timeframe:** Q2-3-4

**Task #4.3: Supervise the Implementation of Environmental Education and Communication Strategy.**

Late Fall 2002 - Early winter 2003:

- Pre-test messages and design of public awareness materials using focus group research in support of the strategic communications plans prepared for Cairo and Qalyoubia.
- Produce and disseminate materials according to the strategic plan.
- Purpose: in collaboration with the PACT in Cairo and Qalyoubia, implement the communication, public awareness, and education plans for each community.

- AED's responsibilities: assist the PACT with message and materials design; provide demonstrations of focus group research; assist with editing and revising based on the research; produce materials.
- Abt's responsibilities: supervise the PACT in implementation of the strategic communications plans; assist in the EEPP review process; collaborate on the design and production of materials.

**Deliverable:** research report, materials.

**Lead Responsibility:** AED/Abt

**Timeframe:** Q2-3-4

#### **Objective #5: Increased compliance with Law #4.**

EEAA carries the responsibility for this objective and PSU provides technical assistance for EEPP. The policy measures deal directly with the hazardous waste and inspection units of EEAA. Policy measures on hazardous waste involve EEAA coordinating the creation and approval of official lists of hazardous wastes from six Ministries (Health, Agriculture, Petroleum, Energy, Interior, and Industry) and issuing permitting procedures for the handling, storage, transportation and disposal of such wastes.

**Policy Measure #5.1:** GOE implements a hazardous waste management system as required by Law 4.

#### **Task # 2.5: Disseminate lists, 4-6 workshops**

##### **Task #4.6: Issue Permitting System Implementation Guidelines**

It is recommended that tasks 2.5 and 4.6 be combined in regards to the dissemination plan. Conducting workshops on the hazardous waste lists alone is less justifiable considering cost/benefit than combining release of the lists with the permitting system implementation guidelines. The following series of workshops are planned.

**June** or September 2002:

- Two workshops with competent authorities (CA) at a Cairo hotel for half-day including lunch.
- Approximately 20 invitees for each workshop including 4 representatives from 3 CA's, 1 from USAID, 2 from EEAA HW, 2 from EEAA Inspection Unit.
- Purpose: Review and discuss HW lists that are ready to be released and Permitting System Guidelines report.
- AED responsibilities: workshop design and logistics.
- PSU responsibilities: copies of Hazardous Waste Lists and Permitting System Implementation Guidelines report.

**Deliverable:** workshop agendas, participant lists.

**Lead Responsibility:** AED/EEAA/PSU

**Timeframe:** Q5-6

Two months after the CA workshops (either **September** or November, 2002):

- One stakeholder workshop at a Cairo hotel for one day including lunch.
- Approximately 125 participants including 40 from the CA workshops and 75 representatives from industries, investor associations, NGOs, consultants, and selected public, plus staff.
- Purpose: Information dissemination for HW lists and Permitting System Guidelines.
- AED responsibilities: workshop design and logistics; 500 copies of decision-tree posters, brochures, and CD with classifications, lists, permitting and other guidelines; rapporteur; press support for general public awareness.
- PSU responsibilities: print copies of permitting guidelines; provide design and graphic elements to AED for English/Arabic CD; provide relevant graphics, photos and text to AED for brochure.

**Deliverable:** workshop agenda, participant list, posters, brochure, CD.

**Lead Responsibility:** AED/EEAA/PSU

**Timeframe:** Q5-6

Two or more months (**December**) after first stakeholder workshops:

- Two stakeholder workshops, one in Alexandria and one in Cairo hotels for one day including lunch.
- Invitees include the same participants as at the first stakeholder, divided into two smaller groups, approximately 65 per workshop.

- Purpose: information dissemination and discussion of guidelines for handling, storing, transporting, and disposing of HW.
- AED responsibilities: workshop design and logistics; updated CD with guidelines in addition to permitting, press support for general public awareness.
- PSU responsibilities: text and graphics on guidelines to AED for CD.

**Deliverable:** workshop agendas, participant lists, CD.

**Lead Responsibility:** AED/EEAA/PSU

**Timeframe:** Q5-6

**Task #11: National HW Management Conference** (first half of 2003)

Pending available funds, AED will provide press support and public awareness campaign support for a national conference with approximately 250 people held in Cairo. Enough copies of materials will be available from earlier print runs to supply this conference.

**Policy Measure #5.2:** EEAA institutionalizes inspection oversight at the central level.

**Task #3.7: EEAA Inspection Unit: Identity, role and responsibilities in relation to external entities (Awareness Workshop).**

After September 2002:

- One workshop in a Cairo hotel for two days, including lunch and dinner.
- Approximately 75 people at the ministerial (e.g., Labor, Health) and high government official level.
- Purpose: to discuss, debate, brainstorm recommendations included in reports on the proposed Inspection Unit Identity, Responsibilities, and Relationships.
- AED responsibilities: logistics; brochure; professional facilitator and rapporteur; simultaneous translation.
- PSU responsibilities: report preparation and reproduction; text and graphics to AED for brochure.

**Deliverable:** workshop agenda, participant list, brochure.

**Lead Responsibility:** AED/EEAA/PSU

**Timeframe:** Q5-6

**Task #3.8: EEAA Inspection Unit: Identity, role and responsibilities (Sector Specific Awareness Workshops – 3 iterations).**

Early 2003:

- Three workshops, e.g., Hospital sector in Cairo, Tourism sector in Hurghada, Industry sector in 6 October City or 10R for one day at a hotel including lunch.
- Approximately 100 participants at each workshop.
- Purpose: to build awareness concerning the Inspection Unit, introduce the inspectors, their roles and responsibilities.
- AED responsibilities: logistics; brochure.

PSU responsibilities: report preparation and production; photos and graphics to AED for brochure

**Deliverable:** workshop agendas, participant lists, brochure.

**Lead Responsibility:** AED/EEAA/PSU

**Timeframe:** Q5-6

**Policy Measure #5.TA:** Voluntary Compliance, 10R

**Task #1.4: Improving 10R performance: Cleaner Production**

Workshop on cleaner production, 11 May 2002, 120 participants, 5 days, invitees include MSEA, industry owners and managers, at 10R

AED responsibilities: workshop and materials design consultation, press support, simultaneous translation, carry bags.

PSU responsibilities: design power point presentation and brochure, logistics.

**Deliverable:** workshop agenda, participant list, materials.

**Lead Responsibility:** PSU/AED

**Timeframe:** Q2-3

**Task #2.4: Disseminate Environmental Management Systems manual**

Workshop to disseminate the EMS manual in Arabic and English, approximately January 2003.

**Task #2.5: Build awareness of 10R EMS experience, marketing ISO14001.**

Preliminary events culminating in a big event to convey success stories of the 10R experience, approximately March/April 2003.



**Objective #6: Increased GOE capacity to conduct long-term strategic planning, policy formulation, analysis, and coordination.**

A. The National Environmental Disaster Contingency Management Plan (NEDCMP) focuses on preparedness, readiness, and response to environmental disasters in eight categories: industries, waste water treatment plants, oil spills, air pollution, hospitals, transportation, and coastal zones. The NEDCMP is located in the EEAA and PSU provides technical support.

**Policy Measure #6.2:** EEAA develops and adopts a strategic National Environmental Disaster Contingency Management Plan

**Task #3.6: Implement and disseminate orientation program to specific entities, e.g., media**

May 5, 2002:

- Release event for NEDCMP national implementation plan, one-day seminar.
- Approximately 90 invitees including one high –level representative each from 27 governorates, 34 Ministries, and 15 agencies, plus staff.
- AED’s responsibilities: assist PSU and EEAA with press support as needed.
- PSU’s responsibilities: event design and logistics; produce and duplicate 100 copies of the NEDCMP National Implementation Plan and Standard Operating Procedures; prepare press kit; liaison with EEAA media relations.

**Deliverable:** copies of articles published

**Lead Responsibility:** AED

**Timeframe:** Q5

May through July 2002:

- Four workshops tentatively scheduled for May 14-15-16; June 2-3-4; June 18-19-20; and July 7-8-9; two in Hurgada and two in Sharm El Sheikh.
- Invitees include two representatives from each of the 27 governorates, representatives from 34 Ministries and 15 agencies. (Some of the same representatives that attend the April 3 one-day seminar to release the NEDCMP national implementation plan).
- Purpose: disseminate the plan to a wider audience with user-friendly communication materials.
- AED’s responsibilities: provide technical assistance to PSU on workshop design; design and produce brochure (1000); produce CD auto-run 30-minute presentation and 200 CD’s including full text of the plan for distribution; design and produce poster with flow charts; manage press support.
- PSU’s responsibilities: organize the workshops; provide AED with text, graphics and design preferences for CD, brochure and poster.

**Deliverable:** workshop agendas, participant lists, brochure, CD

**Lead Responsibility:** AED

**Timeframe:** Q5

After September 2002:

- One workshop with representatives from print and broadcast media.
- Approximately 50 attendees.
- Purpose: develop a public awareness campaign to educate through an informed press and media.
- AED’s responsibilities: workshop design and logistics in collaboration with PSU and EEAA.
- PSU’s responsibilities: provide copies of materials for dissemination.

**Deliverable:** workshop agenda, participant list.

**Lead Responsibility:** AED

**Timeframe:** Q5

**Task #3.8: Develop strategic plan and conduct public awareness campaign for disaster preparedness.**

Early Fall, 2002:

- Develop strategic public awareness plan in collaboration with PSU and EEAA.
- AED's responsibilities: produce report as an annex to the plan.
- PSU's responsibilities: participate in strategic planning meetings and approve the report.

**Deliverable:** report

**Lead Responsibility:** AED

**Timeframe:** Q5

Late Fall, 2002:

- Conduct a series of 6 town hall evening meetings, 2 each in Alexandria, Cairo, and Hurghada.
- Invitees include selected industries and schools.
- Purpose: provide information on action steps in the event of a disaster, disseminate labels and stickers providing guidelines; develop community action plans for further dissemination of this information.
- AED's responsibilities: town hall meeting design and logistics; design and produce labels and stickers; provide local press support.
- PSU's responsibilities: conduct town hall meetings; review and approve design of labels and stickers.

**Deliverable:** meeting agendas, participant lists, labels and stickers, press coverage

**Lead Responsibility:** AED

**Timeframe:** Q5

**Task #4.8: Document simulation exercise.**

Early 2003:

- Provide digital video documentation of disaster simulation exercise, probably Petrochemical, at the Maritime Academy in Alexandria.
- Purpose: record the simulation exercise and potentially use for follow-on training seminars.
- AED's responsibilities: digital videography of simulation exercise; editing of video; duplication of 100 copies.
- PSU's responsibilities: provide AED with script for narration and graphics.

**Deliverable:** video

**Lead Responsibility:** AED

**Timeframe:** Q5

**Policy Measure #6.TA: GOE strengthens RBO operations**

**Task #6.3, 6.4:** The EEAA Regional Branch Office (RBO) network of eight RBOs will begin to come on-line during Tranche II. As a pilot program for education and communications, AED will work with PSU, the EEAA Central Department for Branch Affairs, and the Middle Delta (MD) RBO in Tanta in support of some of their initiatives. This is part of the capacity building technical assistance for this policy objective. Underlying all of these activities will be increased visibility for the RBO as a resource in the region on environmental issues.

1. AED will conduct one NGO seminar covering the three MD governorates. This capacity building seminar will focus on environmental education activities that NGOs can conduct in non-formal education programs. (Tanta workplan 9.2)

2. One teacher workshop on workforce enhancement for preparatory schools will be conducted by AED/GreenCOM in each of the three governorates in the Middle Delta. The workshops will feature the RBO as a strategic partner in environmental education and as a resource with information and expertise in environmental issues important to the region. (9.1)
3. Ongoing press support will be managed by AED/GreenCOM to bring visibility to the RBO and circulate useful information about environmental issues in the region. Regular press releases, articles, and news/information programs on television/radio will be accessed by the RBO with assistance from AED/GreenCOM. (9.5, 9.8)
4. The MD RBO will organize summer camps for university students to build a cadre of committed advocates for the environment. AED/GreenCOM will be a partner providing limited support of this effort. (9.3)
5. The National Agenda 21 Poster Contest managed by the Green Corner library network will be conducted in each governorate for students aged 7-12. AED will assist the MD RBO in coordinating with the national effort and the RBO will showcase the student submissions from the three governorates at special environment day exhibitions. (9.4)
6. Two target audiences for the MD RBO are women and children. AED will continue the development and implementation of an awards scheme competition for environmental projects with the three MD governorates. The awards scheme will focus on existing networks and associations to which women and children belong and organize steering committees to manage the process. Special awards and recognition will be given at special events after RBO-organized judging committees make selections. (9.6, 9.9)

**Deliverable:** workshop agendas and materials, participant lists, press articles, event summaries

**Lead Responsibility:** EEAA/AED

**Timeframe:** Q2-3-4-5

**Objective #7: Sustainable Red Sea land use management linked to ecosystems of importance.**

**Policy Measure #7.1:** TDA develops and adopts ecologically sensitive zoning plans and policies for its lands in the Southern Zone.

The Tourism Development Authority (TDA) is responsible for this policy objective with technical assistance through the Red Sea Sustainable Tourism Initiative (RSSTI). One of the tasks in this policy measure focuses on deep range ecolodge and ecotourism guidelines. By the end of the tranche, RSSTI will complete a conceptual plan and working drawings for an ecotourism information center.

**Task #7.5: Develop educational/interpretive materials.** Consistent with the negotiated and agreed upon work plans, AED will develop a conceptual plan with model drawings for interactive interpretive educational materials and exhibits appropriate for this planned deep range/ecotourism information center. These plans will draw heavily on the experience and lessons learned from the design and installation of interpretive educational materials and exhibits and demonstration landscape design for the existing international visitor center at Port Ghalib near Marsa Alum. Continuing from Tranche I activities, AED will further develop plans and begin installation of state-of-the-art displays, multi-media educational programs, and informational material. The displays and exhibits will focus on the uniqueness of the Red Sea marine and terrestrial ecosystems, the fragility and vulnerability of the environment, the economic benefits of Red Sea resources, environmental best practices, ecotourism, and positive things people can do to protect and wisely use this area.

Examples of exhibits may include placement of remote web cams in select locations along the coral reef and desert environments with TV monitors hooked up to a large flat screen inside the visitor center with interpretive information materials; a two-story coral reef aquarium in the main hall of the visitor center; GIS images of the area with flyover technology at a large screen terminal inside; temporary/changeable exhibits with information on ecosystems, cultural heritage, and conservation practices; wall-size 3-D topographical map; kiosks with information on recreational and cultural activities; and orientation videos for group viewing. (Note: these are examples as the final decision for priority exhibits rests with TDA).

The integrated landscape design will feature the property as a demonstration site and learning laboratory for best practices in environmentally responsible and sustainable land use. Exhibits demonstrating sustainable techniques for preparation and building of soil; installation of indigenous and drought resistant plant species with interpretive signage; construction of a boardwalk and interpretive signage to the cave pool geological phenomenon on the property; interpretive signage and landscaping for installation of the antique Madaba map mosaic outdoors; program guidelines and site options for student outdoor learning encampments on the property; tribal encampments for access to cultural heritage information and exhibits; living desert ecosystem demonstration sites; and design criteria for additional buildings such as a museum and guest/staff quarters. Outdoor interpretive signage may also be installed along road and walkways approaching Port Ghalib, at the airport, approaching the visitor center, and on the property.

**Deliverable:** conceptual plans, exhibits/materials produced

**Lead Responsibility:** TDA/RSSTI/AED

**Timeframe:** Q1-2-3-4-5-6

**Objective #9: Environmental best practices promoted in Red Sea tourism developments.**

RSSTI is the technical support provider to TDA for this policy objective. Prior to the Tranche II Launch meeting in September 2001, AED/EETP negotiated with RSSTI and TDA on the appropriate elements of public awareness, communication, outreach, and education to support this policy objective.

**Policy Measure #9.1:** TDA develops and adopts policies and measures to augment the use of environmental best practices.

**Task #2.6: Release updated BP manual and publish on TDA website.** AED will provide technical assistance to develop a dissemination plan for the new Environmental Management System Best Practices Manual produced by RSSTI to stakeholders such as investors, design and infrastructure consultants, and hotel operators in the Red Sea Governorate. The official release of the document will occur at the October 2002 international conference. A series of activities may be built into the dissemination plan both before and after the conference, including briefing meetings, workshops, conferences, roundtables, or special events held throughout the region. AED will also assist with Arabic translation of the document.

**Deliverable:** workshop/meeting agendas with participant lists, Arabic version of the manual

**Lead Responsibility:** TDA/RSSTI/AED

**Timeframe:** Q5

**Task #4.2: Establish EMS and BP information network for Red Sea hotels.** One of the important factors in promoting best practices is sustained reinforcement of early and middle adopters. AED will assist in establishing an information and support network among Red Sea hotels and resorts on environmental best practices, using the Practical Guide for Hotel Operators produced by RSSTI as the primary source. The core group of environmental managers attending the 5-day certification course for environmental officers, conducted by RSSTI in June 2002, will form the initial group to launch the network. This may take the form of regular periodic print communications, planned topics for discussion at association meetings, special seminars, email list serves, press coverage, and recognition/award ceremonies. The participants in this information network will include but not be limited to hotel/resort operators in TDA Integrated Development Centers.

**Deliverable:** materials produced, meeting agendas

**Lead Responsibility:** TDA/RSSTI/AED

**Timeframe:** Q3-4-5-6

**Capacity Building:** Technical assistance for capacity building and institutional strengthening provided.

**Task #3.1, 3.2: Enhance PIU information dissemination.** The TDA is staffing a Policy Implementation Unit (PIU) for public awareness and communications. AED will provide technical assistance for capacity building with new and existing staff of the PIU. AED will partner with RSSTI and PIU for public awareness events, social marketing research, press relations, design and production of information products, and design and development of a PIU website.

**Deliverable:** materials produced, website

**Lead Responsibility:** TDA/RSSTI/AED

**Timeframe:** Q3-4

**Objective #10: Reduce emissions of greenhouse gases by establishing energy efficiency codes and standards.**

The Ministry of Petroleum through its Egyptian Holding Company for Natural Gas (EGAS) is the responsible agency for this policy objective, with Nexant providing technical assistance. Several joint meetings with Nexant and MOP resulted in agreements on the role AED will play in support of the policy measures in Objective #10. One of the policy measures associated with this objective is the increased use of natural gas as a clean alternative fuel.

**Policy Measure #10.1:** EGAS adopts a strategic plan, which includes policies to encourage the expanded domestic use of natural gas.

**Task #1-3: Awareness and education campaigns/workshops.** AED will collaborate with Nexant to design and implement a national media campaign to stimulate dialogue on natural gas use. Venues include utilizing press articles and television program interviews focusing on key natural gas policy issues. Information on alternative fuels, emissions standards, and economic and environmental benefits will be shared and natural gas use policies examined.

A series of executive sessions and policy roundtables will examine the natural gas use policies leading to a strategic plan to accelerate domestic use of natural gas in Egypt in lieu of liquid fuel. Information materials may feature success stories in fuel switching, cost-benefit analysis, and how-to guidelines.

AED will continue developing an Energy Efficiency Learning Supplement begun under Tranche I. The learning supplement for teachers incorporates the best energy efficiency practices developed in the EEPP program. The multi-media package will include an age-appropriate video on energy efficiency, a series of fact sheets, and a CD. The learning supplement will be produced and distributed through professional development seminars for teachers in Cairo and Alexandria.

**Deliverable:** materials produced, press articles, meeting agendas, participant lists

**Lead Responsibility:** Nexant/AED

**Timeframe:** Q1-2-3-4-5-6

**Task #10.TA: Energy efficiency promoted and encouraged.**

- AED, in collaboration with Nexant, will assist in marketing an energy efficiency certification course for engineers in Alexandria in May, 2002. The course is intended to raise the technical capacity for market modernization and improving environmental conditions. AED will also produce a CD of the technical materials.
- AED, in collaboration with Nexant, will provide technical assistance in image building and membership promotion to increase membership in the Egyptian Energy Services Business Association (EESBA). The purpose is to strengthen the effectiveness of this organization as a forum for promoting energy efficiency. EESBA will be positioned to target outreach on energy efficiency and new funding and investment opportunities for local financial institutions, private energy service companies, and other relevant energy sector organizations. A strategic marketing plan for increasing the visibility and build the image of EESBA will be developed and the EESBA brochure previously produced by AED will be updated and re-printed. In addition, AED will provide technical assistance in enhancing the EESBA website.

**Deliverable:** materials produced, press articles, membership list, website

**Lead Responsibility:** Nexant/AED

**Timeframe:** Q1-2-3-4-5-6

## **Capacity Building: Enabling the Long Term Sustainability of Policy Objectives**

AED is committed to enabling the institutionalization of policy objectives through a concerted effort to build infrastructure, advocacy, and capacity for continuing work begun with donor support. A partnership with government agencies and AED will begin with a mentoring relationship whereby AED staff provide technical assistance to enhance the abilities of Egyptians and agency communications units or departments to reach their development objectives. AED will offer interventions that seek to develop the capacity of human capital and institutional practices that will ultimately decrease the agency's dependence on donor support. The intention is to equip the agency with the skills and ability to sustain high quality standards in the timely delivery of strategic communication, education, and outreach efforts. Likewise, AED's continuation of capacity building activities for NGOs, journalists, teachers, and Green Corner librarians will aim to enable long-term continuation of effective communication and education efforts. As part of AED's contribution to capacity building, a communications handbook of guidelines on social marketing research, message design and testing, campaign development, informational and educational publications design and development, workshop and event planning and design, and effective press relations will be produced and disseminated.

1. Capacity building with communications units in two GOE agencies - EEAA Central Department for Public Awareness, and TDA Policy Implementation Unit - takes on the character of an active partnership. Beginning as a mentoring relationship, AED will work collaboratively with designated staff members of the communications units in the research, design, development, and delivery of public awareness and communications activities. These activities are tied to the EEPP policy measures and the conduct of agreed upon communications support as part of the integrated work plan. As time progresses, AED will become less of a mentor and more of a partner and finally a participant observer as the agency's staff take the lead in managing the communications functions and specific activities.

In the case of EEAA, one primary goal is to position the Central Department as a resource and service provider for the other departments in the agency. Some organizational development activities will be conducted to assist in this transition. Examples include an agency assessment of needs and expectations for communications; an agency-wide retreat on strategic, integrated and sustainable environmental communication and education; organizational development; public awareness communications campaign development; and agency staff collaboration on each communication task in the EEPP work plans.

For TDA, the Policy Implementation Unit is newly formed and new staff are coming on board in Tranche II. The focus will be on staff development and creating a viable and effective unit for TDA in the area of communications, education, outreach, social marketing, materials development, and media relations.

2. Capacity building with non-governmental organizations (NGOs) will take the form of sustained interventions and networking support. Building on a previous three-week capacity building institute conducted by AED in Tranche I, NGO environmental education specialists will increase their capacity to create and conduct participatory education activities that engage learners in meaningful experiences concerning environmental protection and conservation. Skill building for the NGO participants includes action plans for training activities for other educators and new education programs. Networking will be supported with a web site and follow-up meetings.

3. Capacity building with journalists will follow the previous AED Tranche I efforts to engage journalists through workshops and seminars. A special series of workshops on energy efficiency will feature a series of fact sheets prepared by leading experts in Egypt as well as high level official involvement. Special press releases and briefing papers will be circulated

to journalists on a regular basis. Subject-specific articles will be prepared on EEPP primary issues for circulation among the press and subsequent placement in newspapers and magazines. Press conferences will be organized to highlight special events, conferences and activities.

4. Capacity building with teachers includes workforce enhancement through seminars and workshops introducing new educational multi-media materials developed on EEPP issues. Examples include the new Red Sea Learning Supplement and Energy Efficiency Learning Supplement, in addition to the highly successful Solid Waste Management Learning Supplement and the Green Corner Environmental Education Activities Manual produced under Tranche I. The Solid Waste Management Learning Supplement will be distributed and demonstrated to Cairo teachers in secondary technical schools. This activity will coincide with the public awareness campaign accompanying the solid waste management privatization effort. Teachers will be encouraged to organize school and neighborhood clean-up campaigns with students. A selection of educators will form a cadre of master trainers that can continue this work after the project ends as well as train more teachers as part of a nation-wide network.

5. Technology applications for multi-media platforms will be developed by AED for EEAA and TDA Red Sea objectives. These tools and programs will be made available to teachers through special technology application seminars. Access for students and tourists will be provided in visitor centers.

6. Another initiative in education involves the integration of environmental education issues into school curricula. The Ministry of Education (MOE) has a conceptual framework for environmental topics for primary and preparatory grades. In addition, the Ministry of Education and the Ministry of State for Environmental Affairs (MSEA) jointly signed a Memorandum of Understanding for cooperation on environmental issues. AED will organize a series of roundtables with MOE and MSEA to facilitate the discussion of further integration of environmental issues in schools. As preparation for these roundtable discussions, AED will prepare a research paper on international trends in integrating environmental issues into school curricula, as requested by EEAA.

7. AED will continue to support the US/Egypt Partnership Sub-Committees on Sustainable Development and Environment and on Education through, for example, the Green Corner Library program. Capacity building with Green Corner librarians will occur through technology application seminars, follow-up meetings from earlier training interventions to encourage networking, and implementing the Agenda 21 national poster contest for the Rio +10 meeting in September of 2002 organized under Tranche I. AED will assist the Integrated Care Society in managing the publicity campaign, press support, and logistics of the poster contest and awards ceremonies.

### **EEPP Program Support**

1. As a cross-cutting function of AED, support for overall program activities conducted under the auspices of the EEPP program will be provided. An illustrative example is the EEPP newsletters.

2. Research in support of the Performance Monitoring Plan will be conducted during Tranche II. Examples include continuation of the Omnibus survey on public awareness of EEPP policy measures, content analysis of articles in the press on the environment, pre-post testing and evaluation of workshops including disaggregated data on gender equity, pre-testing messages and materials for communications products, and social marketing research to assess audience readiness, needs, and barriers.

4. Translation of all documents into Arabic and English will continue to be a major activity of AED, not only for the official USAID files and the EEPP review process, but also for bilingual publications. Copy editing in Arabic and English will continue for all publications, correspondence, documents and reports. A directory of English/Arabic terms relevant to environmental issues will be compiled and circulated to EEPP partners.

These three components of the AED work plan, Strategic Technical Assistance, Capacity Building, and EEPP Program Support, comprise the overall strategic, integrated, and comprehensive AED technical assistance for the EEPP program partners. With these efforts it is envisioned that achievement of the policy measures will be enhanced by the increased understanding, involvement, and advocacy of civil society.